

HOW TO CHOOSE A GOOD DOMAIN NAME



You Can Still Get A Great .com Domain



- Relatively short (2-3 syllables)
- (Usually) English words that are easy to spell
- Easy to remember
- Hints about the brand
- Check social handles & trademarks

Exact Match Domain?



- What if you change direction later?
- Example comehike.com - could not expand to camping or skiing
- Specifics decrease flexibility
- Stay away from: .net .biz .info and even .co
- Country-specific is OK: .fr .co.uk

Don't Do These



- Numbers
- Hyphens `www.xyz-abc.com`
- Facebooker.com - trademark issue
- Don't rush into a domain - you will be stuck with it for a long time
- Weird spellings

Buying Domains



- Free with hosting on BlueHost.com
- Cheap on GoDaddy.com